

MEASURING SERVICE QUALITY USING  
SERVQUAL MODEL: A STUDY AT PLANNING  
DEPARTMENT OF BINTULU PORT SDN. BHD.

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## ABSTRACT

This survey focused on differences between customers expectation and delivery perceptions as the basis for service quality measurement. In this paper, study on the current customers satisfaction surveys is based on a SERVQUAL scale developed by Parasuraman, Zeithaml and Berry (1988). A Likert-scale survey instrument, based on the Service Quality Gap Model that can be used to measure the dimensions of service quality.

Given the importance of customer's feedback, not to mention the detrimental impact of negative word of mouth, Planning Department should move toward encouraging more complaints responses and creating an impression that they are in control of the situation. Customers services at Planning Department related to the five dimensions such as, reliability, responsiveness, assurance and empathy were considered highly important for Port user, where as services tangibles are considered least important.

The results suggest that the perception and expectations of customers play a major role in recognizing the level of service quality perceived. Service employees need specific training about how to deal with customers and how to help customers solve problems.

## **CHAPTER ONE**

### **1.0 Introduction**

In today's competitive environment, the role of service quality is widely recognized as being a critical determinant for the success of an organization. Any decline in customer satisfaction due to poor service quality would be a matter of concern. Consumers being more aware of rising standards in service prompted by competitive trends have developed higher expectations.

By understanding and responding to the needs and concerns of employees, the level of satisfaction customers will experience with the firm will be enhanced (Parasuraman et al., 1988).

### **1.1 Application of research**

This research was conducted primarily to help improved the understanding of how the construct, service quality, plays a role in a service marketing setting. This research is significant to all service-oriented organization especially those front line contact staff who required assistance from a pool of support staff providing backroom services not visible to the external customers.

Why the shipping industry? The shipping industry was chosen for this study largely because of the high service element involved. Although services offered are homogeneous, that is, loading and discharging of goods or cargo from one destination to other, shipping industry have had to differentiate their offering by providing better services quality.